**Introduce Argument through Ads**

from Smith, Michael, Jeffrey Wilhelm, and James Fredricksen. 2012. *Oh Yeah!: Putting Argument to Work Both in School and Out.* Portsmouth, NH: Heinemann.

Divide your class into groups of two or three and give each group a magazine with print ads. Instruct students to select 2-4 (depending on your students) ads. Answer the following questions for each ad:

1. What’s the ad trying to convince people of? What’s the claim?
2. What evidence does the ad provide? How does the ad answer the “What makes you say so?” question?
3. What’s the answer to the “So what?” question? (Remember the warrant or connection is often unstated.)
4. Who’s the audience for the ad? Make sure you use your answers to questions 2 and 3 when you explain.
5. How would the ad have been different if it had had a different audience?
6. Which of your ads is most effective? What makes you say so?

Note: The above steps can be modeled for the entire class with a YouTube video of an ad that draws on some kind of data.

Ask students to make their own ads for a made up or existing product. Students may use any media. Students present their ads along with Toulmin diagrams analyzing them. (See document “The Shape of an Argument.”